US Acute Care Solutions

BRAND LOGO
In ALL cases of logo usage, the prefered full 2 color version should be used.

MONO AND REVERSE LOGO
In instances of print restrictions, the mono 1 color version should be used.

The reversed logo should be used in all instances where there is a dark background color that hinders the readibility of the full color logo.

FULL COLOR LOGO

US Acute Care Solutions

MONO AND REVERSE LOGOS

US Acute Care Solutions

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LOGO SPACING

In order to maintain logo clarity, it must ALWAYS be surrounded by a minimum clear space.

In all instances of logo and icon use, the minimum space surrounding either marks is equal to the half the height of the icon.

LOGO DON'TS

Do not disseminate the icon from logo or distort the logo in any way. Do not alter colors and only use the approved logos as specified within the guidelines.

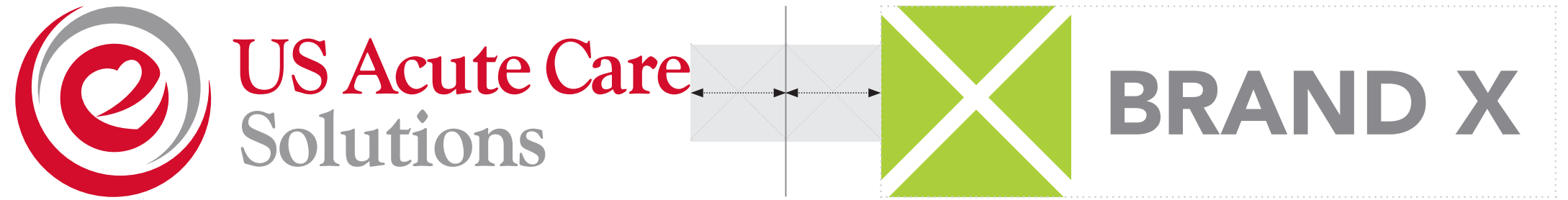designated clear space is equal to 1/2 height of icon

LOGO DON'TS:

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CO-BRAND LOGO

In addition to the logo spacing guidelines, the secondary brand should not visually exceed the size of the USACS logo in height OR width.

Both logos should appear equal in size, and separated by a vertical line with equal clear spacing that equals half the height of the USACS icon.

US Acute Care Solutions

BRAND X

designated clear space is equal to 1/2 height of icon

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RESPONSIVE LOGO
The full brand logo should be used in all cases with the exception when the size restriction exceeds the minimum logo width.

LOGO USAGE
ALL brand identities are subject to marketing review. Please reach out to the following for final approval prior to publishing materials that contain the USACS brand logo:

FINAL APPROVAL CONTACT:

marketing@usacs.com

PRINT

US Acute Care
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1.75"
minimum logo width

WEB

US Acute Care
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150 px
minimum logo width